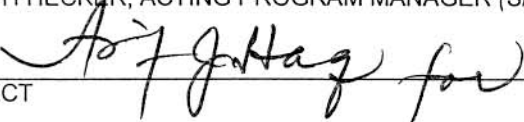


PROGRAM DIRECTIVE

TR-0033 (New 11/21/2000)

TRAFFIC OPERATIONS PROGRAM DIRECTIVE	NUMBER 01-02	PAGE 1 of 2
JOSEPH HECKER, ACTING PROGRAM MANAGER (Signature) 	DATE ISSUED March 21, 2001	EFFECTIVE DATE Immediately upon issue
SUBJECT Specific Service Sign (Logo) Program-- Increased Population Beyond 5,000	DISTRIBUTION <input type="checkbox"/> All District Directors <input checked="" type="checkbox"/> All District Division Chiefs - Traffic Operations <input checked="" type="checkbox"/> All District Division Chiefs - Maintenance <input type="checkbox"/> All District Division Chiefs - Construction <input checked="" type="checkbox"/> All District Division Chiefs - Project Development <input type="checkbox"/> All District Division Chiefs - Planning <input checked="" type="checkbox"/> LEGAL, Chief Council <input checked="" type="checkbox"/> Other: All District TODS and Logo Coordinators	
DOES THIS DIRECTIVE SUPERSEDE ANOTHER DOCUMENT? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	IF YES, DESCRIBE	
WILL THIS DIRECTIVE BE INCORPORATED IN THE TRAFFIC MANUAL? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	IF YES, DESCRIBE	

DIRECTIVE

The original purpose of the Specific Service Sign (Logo) Program was to direct motorists, that are not familiar to the area, to service businesses at or near rural highway interchanges. The State of California Streets and Highways Code, Section 101.7(a) states: "The Department shall not approve the placement of any sign within any urban area designated by the United States Bureau of Census as having a population of 5,000 or more." This Statute was designed to keep the sign placement within rural areas. Yet, it does not address the removal of signs when the population of a rural area increases beyond 5,000.

Traffic Operations Program is aware that populations of certain areas with Logo signs have increased above the 5,000 mark in recent years. The Department's practice is to leave the signs that were placed prior to a population increase until circumstances of business ownership, operation, or sign maintenance require removal of the logo sign.

PROGRAM DIRECTIVE

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Continuation

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IMPLEMENTATION

In the event that a geographic area exceeds the population requirement of 5,000 as determined by the United States Bureau of Census, a business will retain the rights to leave their logo sign posted until: 1) the business changes ownership, 2) the business closes indefinitely, or 3) the logo sign needs replacement. After one of these conditions is met, the sign will be taken down. The removal of signs solely for the reason of population increase should be avoided. ~

BACKGROUND

This program was enabled by the passage of Assembly Bill 1257 in 1992. The Specific Service Sign (Logo) Program, commonly referred to as the Business Logo Signing Program, is designed to direct motorists, not familiar with the area, to "CAMPING," "FUEL," "FOOD," and "LODGING" services at or near rural highway interchanges. Further information concerning this program can be found in the current Manual of Uniform Traffic Control Devices under Specific Service Signs. The California Code of Regulations provides administrative regulations for the Logo program in Title 21, Division 2, Chapter 19. This can be found on the world wide web at: <http://www.calregs.com>

The Department of Transportation is authorized and directed to enforce the provisions of the statutes and the Department's rules and regulations, to issue and deny permits, and to revoke issued permits for any violation of the statutes or the rules and regulations.
